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Egypt Trade Mission

October 28-30, 2010 • Sharm el-Sheikh, Egypt

- *One-on-one meetings in Sharm el-Sheikh*
- *Sharm el-Sheikh is a popular tourist destination, increasing imports of foreign products*

Egypt has a population of about 75.7 million with an annual growth of 2%. Consumers are more aware of the quality and variety of food products, which has changed their buying habits. With the increase of supermarkets and hypermarkets in the main cities, Egyptians have strayed away from smaller grocery venues. This change gives way to opportunities for the import of food products with the expansion of fast food chains, hotels and restaurants in the market. In 2007, total U.S. exports of consumer products to Egypt were \$146 million. Tourism is the primary business of Sharm el-Sheikh, a large port city. With the increase in hotels, southern U.S. companies should have many opportunities in the food service sector.

Best Prospects:

■ Condiments	■ Juices
■ Snack Foods	■ Confectionery
■ Nuts	■ Meats
■ Sauces	■ Gourmet Food Products

Important Information:

- **Participation fee: \$200** (includes round-trip airfare, one-on-one meetings, and product shipment)
 - **Companies may participate in both the trade mission and HACE trade show for a reduced rate of \$500**
- **Deadline for application: August 15, 2010**
- **No refund on participation fees will be given after August 15, 2010**
- **Sign up on the Events page at www.susta.org**



**Register on the Events page
at www.susta.org**

Contact:

Corry de Wit
Georgia Dept. of Agriculture
Phone: 32-2-6471815
Email:
georgiausagcdewit@arcadis.be

OR

Debra May
Florida Dept. of Agriculture
and Consumer Services
Phone: 850-921-1727
Email:
mayd2@doacs.state.fl.us